

DELL TECHNOLOGIES 2020

# PARTNER PROGRAM GUIDE

SIMPLE.  
PREDICTABLE.  
PROFITABLE.™

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**Our mission is to be the best,  
in the eyes of our partners.  
Simple. Predictable. Profitable.™**

Welcome to the Data Decade! This is the decade of 5G, multi-cloud, artificial intelligence and the edge. As each new technology is introduced, the opportunity grows – and so does the complexity. To navigate these rapidly changing times, customers will turn to their trusted advisors now more than ever. They'll need you to build their foundation with the world's best solutions, and at Dell Technologies, we're here to back you up.

The Dell Technologies partner community is an extension of our team. You help us reach new customers, deliver more effective outcomes, and accomplish our collective goals. In fact, over the past 12 months, Dell Technologies partners delivered \$52B\* in orders! That's incredible, but there's still so much more we can do together.

As we head into 2020, our commitment to partners remains strong and steady. Every investment was made to help you serve customers better and deliver solutions faster than ever before. This year, we're rolling out a dramatically simplified partner program structure that's easier to understand, more efficient to execute, and more predictable to forecast. Not to mention, we are transforming the partner experience with IT investments that will create a more seamless end-to-end experience and accelerate velocity.

In addition to our powerful partner program, there's so much more – innovation, industry leadership, and the determination to be your #1 partner. We are investing \$4.5 billion annually in R&D so that you are empowered with the solutions you need to solve customers' problems of today, and tomorrow.

As you enter this new decade, bet on the one who will never stop listening, never stop innovating, and never stop improving. We are here to support your growth and support your business. With my utmost gratitude, thank you for your terrific partnership. The opportunity is enormous and our momentum is strong. Together, let's bring it!

**Joyce Mullen**  
President, Global Channel, Embedded & Edge Solutions

@JoyceatDell  
 @DellTechPartner

\*This amount primarily represents orders attributable to the Dell Technologies Partner Program on a TTM basis through Q3FY20, and also includes an estimate of VMware orders attributable to VMware channel partners on a TTM basis through Q3FY20.

# 6 Guiding Principles

1

Channel partners are integral to Dell Technologies overall success in delivering an excellent customer experience.

2

Dell Technologies commits to deliver a Simple, Predictable & Profitable Partner Program.

3

Sales engagement between core Dell Technologies sales teams and our Channel partners will include elements of Deal Registration, joint territory/account planning and teaming plans. These are designed to build trusting, long-term relationships that result in satisfying our mutual customers.

4

Dell Technologies commits that conflict will be managed and resolved with the highest level of prioritization and transparency.

5

Dell Technologies commits to offer comprehensive training and enablement to our Channel partners for all Dell Technologies Partner Program solution offerings.

6

Dell Technologies commits to strengthening relationships with Distributors to develop & enable a robust Partner Community.

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# Dell Technologies Advantage

Unparalleled Leadership from the Edge to the Core to the Cloud

**A technology leader and an innovator with world-class enterprise sales and support**

Dell Technologies  
Services & Support  
team members

**34,000**

Serving

**98%**

of the Fortune 500

Patents & Patent  
Applications

**27,234**

Research & Development

**> \$20B**

in last 5 financial years<sup>1</sup>

Presence in

**180**

countries

- #1 NAS
- #1 Open SAN
- #1 Storage Software
- #1 x86 Server Units
- #1 x86 Server Revenue
- #1 Converged Systems
- #1 Hyperconverged Systems
- #1 Purpose-Built Backup Appliance
- #1 Cloud IT Infrastructure
- #1 All-Flash Arrays and Hybrid Flash Arrays
- #1 Storage Platforms for Private Cloud IT Infrastructure
- #1 Object-Based External Storage Systems exc. HCI
- #1 Certified Reference Systems and Integrated Infrastructure
- #1 External Enterprise Storage Systems (Entry, Midrange and High End)
- #1 Workstations
- #1 Monitors

<sup>1</sup> Dell Technologies' cumulative R&D investment includes EMC amounts prior to the merger transaction date on September 7, 2016

# Ecosystem

Dell Technologies is a technology leader and innovator, providing unparalleled solutions from the edge to core to cloud, available to you through the Dell Technologies Partner Program. Underpinned by the three core tenets of Simple, Predictable and Profitable, the Dell Technologies Partner Program provides world-class engagement and support across the digital journey of our shared customers.

The logo for the Dell Technologies Partner Program is centered within a white rectangular border. It features the Dell logo (a stylized 'E' made of three slanted lines) followed by the word 'Technologies' in a sans-serif font. Below this, the words 'PARTNER PROGRAM' are written in a smaller, all-caps, bold sans-serif font.

## DELL Technologies PARTNER PROGRAM

*The Dell Technologies Partner Program has multiple tracks for different Partner types.*

SOLUTION PROVIDERS

DISTRIBUTORS

SYSTEMS INTEGRATORS

CLOUD SERVICE PROVIDERS




OEM

*The rest of this guide will be focused on our Solution Provider partners.*

*In this document, "Dell Technologies" refers to the business units previously referred to as "Dell" and "Dell EMC", and excludes Boomi, RSA, Secureworks, Virtustream, VMware, and their respective independent partner programs.*

# Program Tiers & Requirements

The Dell Technologies Partner Program tiers each have their own revenue and training requirements, enabling you to progress beyond the entry-level Authorized status.

	Authorized	Gold	Platinum	Titanium
Approved Application	●	●	●	●
Revenue Thresholds (Product and Services)		\$	\$\$	\$\$\$
Training Requirements				

*Benefits increase with greater commitment to the program.*

## Flexible and Aligned Training

You have the ability to complete different combinations of training, while progressing to higher Tiers, based on your business models. Training is available across Dell Technologies extensive portfolio so that you can gain expertise in areas that align to your core competencies.

For more information, see the



Benefits and Requirements Document

# Tier Benefits

As your tier progresses, so do your benefits.

These benefits are available to all Dell Technologies partners, regardless of whether you procure directly with Dell Technologies or indirectly through your preferred Authorized Distributor.

**Simple. Predictable. Profitable.™**

	Authorized	Gold	Platinum	Titanium
Partner Portal access including enablement tools, sales aids and marketing campaigns & tools	●	●	●	●
Partner Program tier logo usage	●	●	●	●
Access to Dell Financial Services; flexible payment and working capital solutions.*	●	●	●	●
Product & solution training and Partner Academy access	●	●	●	●
Deal Registration access (direct or via Authorized Distributor)	●	●	●	●
Ability to resell solutions from approved Dell Technologies Cloud Service Providers (Cloud Partner Connect)	●	●	●	●
Go-To-Market Initiatives; Partner of Record through Partner Preferred and/or Storage & Server Incumbency	●	●	●	●
Rebate eligibility (aligned to held portfolio competencies)		●	●	●
Eligible for Services Delivery Competency enablement		●	●	●
Use of Solution/ Briefing Centers including Online Demo Center		●	●	●
Eligibility for Find a Partner to drive brand awareness & prospective leads		●	●	●
Proposal-based Marketing funds (potential eligibility on approval)		●	●	●
Earned Marketing Development Funds (MDF)			●	●
Partner Advisory and Technical Advisory Boards (by invitation)			●	●
Highest rebate potential and executive support				●

\* Payment solutions provided and serviced by Dell Financial Services L.L.C. or its affiliate or designee ("DFS") for qualified customers. Offers may not be available or may vary in certain countries. Where available offers may be changed without notice and are subject to product availability, applicable law, credit approval, documentation provided by and acceptable to DFS and may be subject to minimum transaction size. Offers not available for personal, family or household use.



# Financial Benefits

Profitability is foundational to your business and a cornerstone of our program.

Gold, Platinum and Titanium Partners are eligible to earn these compelling rebates.



## Base

Base rebates reward sales on eligible lines of business, paid from dollar one with no caps.



## Multiplier

Reward the sale of focus line of business products, applied to base rebates for these products from dollar one



## Acquisition

Incremental rebates for bringing new customers or lines of business to Dell Technologies.



## Service Rebates

Attach services to earn additional rebates and strengthen the overall customer solution.

## Marketing Development Funds (MDF)

The Dell Technologies Partner Program offers two types of Marketing Development Funds including Earned and Proposal-based MDF. Earned MDF rewards qualified partners with predictable funding, which is accrued based on revenue / rates based on type and tier. Proposal-based MDF represents incremental discretionary funds provided to partners based on strategic proposals aligned to regional sales and marketing priorities. Both funds serve to support a breadth of marketing activities.

To see more great program incentives, visit the Incentives page on the [Partner Portal](#).

# Training & Competencies

Dell Technologies offers training and competencies with the flexibility to specialize in certain Dell Technologies solution areas. These competencies, which span sales, pre-sales, technology and services, help ensure that you have the appropriate knowledge and skillset to meet your customers' needs.

- Individual and company recognition
- Same training as Dell Technologies sales teams
- Simplified learning paths with recognition of previous completed training for returning students

By completing competencies, you can benefit from increased sales due to greater expertise across Dell Technologies products, solutions, software and services. Additionally, as you complete more competencies, you will have the opportunity to progress to higher Program tiers and receive greater benefits along the way. Services Delivery Competencies allow you to build service delivery capabilities at the product portfolio level.

	Portfolio Competencies	Solution Competencies	Service Delivery Competencies
Client Solutions	Core Client Workstation Client Data Security Wyse for VDI		Client
Infrastructure Solutions	Storage Data Protection Converged/Hyper-Converged Infrastructure	Data Analytics Dell Technologies Cloud High Performance Compute (HPC) Hybrid Cloud Internet of Things (IoT)	Storage Data Protection Converged / Hyper-Converged Infrastructure
	Server	Software Defined Infrastructure Unified Workspace	Server
	Networking		Networking

# Partner Engagement with Dell Technologies



## Rules of Engagement

Dell Technologies has a core set of Rules of Engagement that permeate the behavior of the entire organization. **There are guiding principles for these rules of engagement, namely the integral role that you play in Dell Technologies overall success to delivering an excellent customer experience.** Dell Technologies leadership team takes any infractions to these rules very seriously.



## Deal Registration

Dell Technologies is committed to rewarding you for driving new business through a fully integrated and streamlined process, as well as a globally enforced Rules of Engagement. **The Deal Registration program helps protect those partners who actively promote Dell Technologies products and solutions to their customers.** When you registered approved opportunities, you may receive incremental financial benefits. To ensure a seamless experience between our partners and sales teams, we also have a neutral team that helps enforce our Deal Registration rules.



## Go-to-Market Initiatives

To drive predictability of engagement and strong collaboration we have several go-to-market programs in place, underpinned by **Partner of Record (PoR)** status, which you can earn in an account for a line of business, ensuring that Dell Technologies sales teams will work with them on future Dell-found opportunities.

The **Partner Preferred Program** enables you to earn PoR status when you drive new business in underpenetrated accounts. This is supported by higher discounts through Deal Registration, a commission true-up for Dell Technologies sales teams to minimize conflict, and joint account planning.

The **Storage & Server Partner of Record Incumbency Program** further protects your historical investments in your customers, giving you PoR status on LOBs where you already have strong relationships.

# Purchasing & Financing

With Dell Technologies, simplicity and flexibility is at the forefront of what makes our program and our partners extraordinary. Depending on location, Solution Providers have two routes to purchase from Dell Technologies: one is in a direct capacity and the other through one of Dell Technologies Partner Program's Authorized Distributors.

**Dell Technologies is proud to partner with the most elite set of Distributors in the market.**

Our Distributors span the globe, allowing us to grow and scale with our entire Solution Provider community. New Solution Providers who join the Dell Technologies Partner Program will procure through one of Dell Technologies Partner Program's Authorized Distributors, who play a critical role in the onboarding process.

Visit the **Partner Portal** to find a Dell Technologies Partner Program Authorized Distributor in your country.

## Configuration and Purchasing Tools\*

Dell Technologies offers a variety of configuration, quoting and purchasing capabilities tailored to meet your procurement needs. These valuable resources are available for all partners within the Partner Portal so you can offer a more seamless experience to your customers.

## Financial Services: Flexible Payment Solutions\*

Dell Financial Services (DFS) delivers innovative payment solutions for hardware, software and services, allowing you and your customers to align and scale the cost of IT solutions with technology consumption and budget availability.\*\* Flex on Demand (FOD), one of three Dell Technologies On Demand, Flexible Payment Solutions, allows you to offer elastic capacity and only pay for what is used. This structure pays a one-time fee upfront based on the committed contract value and alleviates risk on credit or usage. Titanium tiered partners also have the option to resell the FOD offering. Additionally, DFS can finance the total solution for your customers, including Dell Technologies and non-Dell hardware, software and services, as well as partner services.

## Working Capital Solutions (WCS)\*

In partnership with leading financial institutions, Dell Technologies offers extended payment terms and increased credit capacity to enable you to grow your business faster.

\*Some tools or services might not be available for Partners in all locations.

\*\*Payment solutions provided and serviced by Dell Financial Services L.L.C. or its affiliate or designee ("DFS") for qualified customers. Offers may not be available or may vary in certain countries. Where available offers may be changed without notice and are subject to product availability, applicable law, credit approval, documentation provided by and acceptable to DFS and may be subject to minimum transaction size. Offers not available for personal, family or household use.

# Partnering with Dell Technologies Services

As customers embrace digital transformation, they look for partners who can deliver complete solutions through the rapid adoption and optimization of technologies and the business-critical services to support them.

Dell Technologies Services provides flexible options for how you deliver services to customers.

You have the flexibility to resell Dell Technologies services, co-deliver with Dell Technologies, deliver your own services or a combination. Choose the options that work best for your business.

## Resell

### Dell Technologies Services

- Earn valuable rebates and incentives to increase profitability
- Expand your service offerings with our comprehensive portfolio
- Leverage our expertise to provide exceptional services to your customers

## Co-Deliver with

### Dell Technologies

- Resell services to your customer
- Get reimbursed for the services you deliver
- Receive rebates on eligible products

## Partner Delivered

- Increase margin opportunities
- Enhance your services capabilities by obtaining Services Delivery Competencies
- Access proven methods, tools and best practices

## Services Renewals

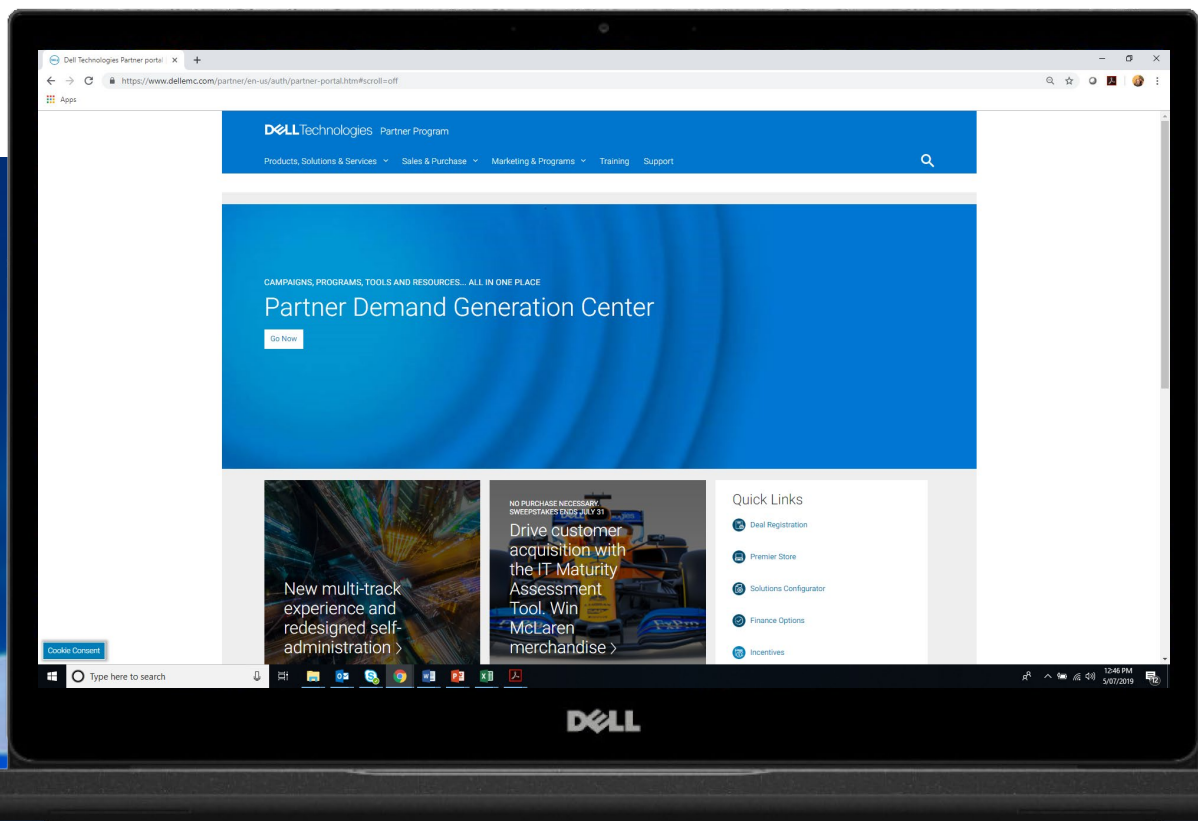
Take advantage of the opportunity to further increase your profit potential while ensuring your customers have the valuable support services they need by including services renewals.

Visit the [Partner Portal Services](#) page for more details.

# Partner Portal

The Dell Technologies Partner Portal is a one-stop shop for all of your Program needs, providing access to tools and resources including:

- Sales, configuration and quoting
- Deal Registration
- Training and Competencies
- Product and Solutions
- Marketing and Campaigns
- Services resell, co-delivery and delivery
- Partner program & compliance tracking
- Payment & financing solutions
- Partner support services
- News and events



For more information, visit [DellTechnologies.com/Partner](https://DellTechnologies.com/Partner)

# Sales Tools

Quick, easy access to essential tools and resources makes it easier for you to introduce new products to your customers, gather core requirements, configure solutions, generate persuasive proposals and much more.

## Calculators & Advisors

Generate more sales and improve productivity by equipping your staff with the latest product information, messaging and positioning. From filling the pipeline, to making transactional sales and closing larger deals, these solution-focused materials address every stage of the sales cycle.

## Customer Solution Centers

Customer Solution Centers enable you to strategize, architect, validate and build solutions that supplement your Online Demo Center access.

## Demo Program

Purchase Dell EMC Storage, CI, HCI and Data Protection products at discounted pricing. The Demo Program can be used to support customer demonstrations, proof of concepts in your own labs and internal team training. Purchases can also be supported using partner Earned MDF.

## Knowledge Center

Close deals faster with a comprehensive set of sales resources and assets including Products, Solutions and Services through Knowledge Center - helping you position the best solution to your customers.

## Proposal Tools

Generating persuasive proposals has never been easier with Dell Technologies proposal-ready content and powerful document automation capabilities.



# Marketing Tools

Grow your business faster by taking advantage of Dell Technologies' full portfolio of marketing tools and resources to drive increased awareness, generate leads, win customers and close more deals.

## Find a Partner

Customers can use this tool to easily locate qualified Dell Technologies Partner Program partners to help solve their business problems. Update your profile today to help drive increased awareness for your company.

## Agency Services

A great option for partners who want to leverage pre-screened full-service and specialty agencies, Agency Services offers access to Dell Technologies program-trained agencies - who are ready to help plan and execute marketing activities to best utilize your MDF.

## Marketing Institute

Earn marketing credentials and expand your knowledge around available marketing resources, including MDF planning, management guidance and demand tools.

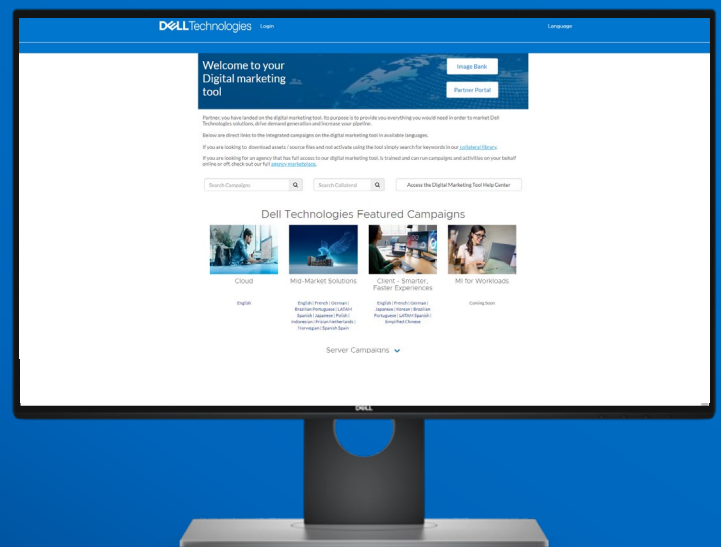
## Digital Marketing Tool

Helps to generate leads more efficiently while maximizing your return on investment and minimizing the time and cost associated with your marketing efforts.

Whether you are looking for;

- Content syndication for your website
- Pre-populated social content with
- images and Call To Actions (CTAs)
- Cobranded materials including emails, online banners, brochures or
- The opportunity to browse the concierge marketplace in order to leverage expert marketing services

**The Digital Marketing Tool has what you're looking for!**





# Demand Generation

Drive customer engagement and generate pipeline for Dell Technologies solutions with compelling marketing content, available from the digital marketing tool and sales enablement material from the Demand Generation Center on the Partner Portal.



## Dell Technologies Cloud

Become the go-to cloud technology partner for your customers. Promote the benefits and business value of hybrid cloud to your new and existing customers and build your own business opportunities at the same time. Our dedicated campaign provides all the marketing and sales resources and collateral you need to succeed.



## Mid-Market

Target mid-market businesses with the new campaign “End-to-end Security Solutions for the Mid-Market,” featuring a portfolio of solutions from Dell Technologies with security built-in from Trusted Devices to Trusted Datacenter. Help your customers adopt transformative technologies to maximize security, compete, and grow.



## Storage+, Server+ Product

Help your customers realize their future as a digital organization with a modern IT infrastructure. Modernize with servers, storage, data protection, converged, hyperconverged and networking solutions from Dell EMC—all available as-a-service with on-demand capacity for the choice, flexibility and assurance you need. Leverage our product demand gen programs and sales collateral to grow your customer base.



## Optimize IT for your Workloads

To continue to compete, organizations are turning to data-intensive workloads to accelerate innovation and deliver better business outcomes. Why? Because these leading-edge workloads (driven by SAP, Microsoft SQL, Oracle, artificial intelligence, the Internet of Things, and new cloud-native applications) are critical to improving customer experiences and driving differentiation. Leverage the specific workload campaign materials to drive these business critical conversations.



## Smarter Faster Experiences

Leverage our campaign content to demonstrate to your customers how the right ecosystem of device, peripherals and services can make their unique users more productive and more loyal.



## Client+ Product

Drive profitable growth with digital, event and/or lead generation content in our focus areas of Dell Latitude laptops and/or Dell Precision workstations.

# GET STARTED TODAY

[DellTechnologies.com/Partner](https://DellTechnologies.com/Partner)

**DELL**Technologies  
PARTNER PROGRAM

IDC WW Quarterly Enterprise Storage Systems Tracker, 2019Q3, December 6, 2019, Vendor Revenue,  
IDC WW Quarterly Purpose-Built Backup Appliance Tracker, 2019Q3, December 5, 2019, Vendor Revenue,  
IDC WW Quarterly Cloud IT Infrastructure Tracker, 2019Q2, September 25, 2019, Vendor Revenue,  
IDC WW Quarterly Converged Systems Tracker, 2019Q3, December 12, 2019, Vendor Revenue,  
IDC WW Quarterly Server Tracker, 2019Q3, December 5, 2019, Units and Vendor Revenue,  
IDC WW Quarterly Storage Software & Cloud Services QView, 2019Q3, December 5, 2019, Vendor Revenue  
#1 Workstation: IDC Quarterly Workstation Tracker, Q3 CY2019 (based on units)  
IDC Worldwide Quarterly PC Monitor Tracker, Q3 2019